

9 Digital world

Reading identifying topics; matching sentences to gaps

- 1 Read the Exam Reminder. What words do you need to look for before or after the gap in the text?

Exam REMINDER

Identifying topics

- Read the whole text for general meaning before you look at the sentences.
- Look for the topic of each paragraph. Then look at sentences A–H to see which topic in the text they match.
- Read the text again and look for key words before and after the gap. Look for nouns and pronouns which will give you clues, e.g. *this, these, it, them*. For example, the sentence in lines 7 and 8, has two pronouns (*these and ones*) that refer to shops. *These clearly want to know you just as well as the online ones*. Pay attention also to linking words like *for example* or time words such as *first of all* and *then*.
- When you have chosen your sentence, read the complete text again together with the sentences you have matched. Make sure the sentences fit well with the rest of the text.

- 2 Read and complete the Exam Task.

Exam TASK

Matching sentences to gaps

Five sentences have been removed from the text. For each question, choose the correct answer. There are three extra sentences which you do not need to use.

- A After that, you are likely to receive messages the following Mondays for stores in and around the airport.
- B As a result, you never know if you are being watched.
- C Many shoppers will be annoyed by these, but some are happy to receive offers and discounts directly on their phone.
- D Once the app has been downloaded, it tracks your precise position using several different satellites.
- E There are several things you can do to stop shops from following your movements.
- F For example, they are familiar with which pages you have visited and probably your age and interests too.
- G This is a problem because the seller wants to know exactly what part of the store interests you the most.
- H Airports can be very busy places at the weekends.

Every step you take

- 1 When you buy something online, the seller already knows a lot about you. (1) ____ They will also know what model of computer or phone you are using and this may mean that you are offered a higher or lower price for the same product.

Online shops clearly have an advantage then. However, most people (75%) still buy from traditional shops. These clearly want to know you just as well as the online ones do. You usually start giving them information when

- 10 you download a shop's app or sign up for one of their cards. But that's just the start. (2) ____ As you are now being followed, a shop knows if you are close by and you may be sent an 'interesting offer' or 'special promotion'. As with buying online, these offers are carefully based on what you have bought before or products you have asked about.

Of course, these apps can be deleted, but your information may still be sold to other companies. These will then use it to send you their own offers for things they think you'd
20 like to buy. That's why some shoppers receive lots of messages every time they go near the town or city centre.

- (3) ____ The secret is not to send so many messages that the customer cancels or switches off the app.

Satellite technologies tell sellers exactly where you are in the city, but the satellites can't see exactly where you are inside their shop. (4) ____ The solution is to put special devices inside the shop. These will connect with your phone and tell the shop your exact in-store location. For example, if you are walking through
30 the clothes department, you will receive details of special offers on the new collection. If you move to the electronics department, you'll receive offers for gadgets and other devices.

Your daily habits are also known to a lot of people. If you have been at the airport for the last three Mondays, this information will be collected and shared. (5) ____ And it doesn't matter if in the future you stop flying on that day. The sellers already know that you are a regular plane traveller and probably
40 have money to spend on high-level products. So, think carefully before you sign up for that attractive store app.